

Rep Order# 9800222 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/22/2012 9:18 AM
Last Received: 08/21/2012 4:45 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1270
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

50965
Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1270
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	1	TH-F	3P-4P	DEAL	P2	:30	\$600.00	08/23-08/24	2	1	2	\$1,200.00	
	2	TH-F	430P-5P	NEWS	P1	:30	\$1,500.00	08/23-08/24	2	1	2	\$3,000.00	
	3	TH-F	5P-530P	NEWS	P1	:30	\$1,600.00	08/23-08/24	2	1	2	\$3,200.00	
	4	TH-F	6P-630P	NEWS	P2	:30	\$1,800.00	08/23-08/24	2	1	2	\$3,600.00	
	5	TH-F	7P-730P	NEWS	P2	:30	\$1,400.00	08/23-08/24	2	1	2	\$2,800.00	
	6	TH-F	730P-8P	ET	P2	:30	\$1,400.00	08/23-08/24	2	1	2	\$2,800.00	
	7	TH-F	1135P-1235A	LETTERMAN	P2	:30	\$750.00	08/23-08/24	2	1	2	\$1,500.00	
	8	TH-SU	11P-1135P	NEWS	P2	:30	\$1,900.00	08/23-08/26	4	1	4	\$7,600.00	
	9	TH	10P-11P	MENTALIST	P2	:30	\$5,000.00	08/23-08/23	2	1	2	\$10,000.00	
	10	SU	1030A-11A	FACE NATION	P1	:30	\$1,100.00	08/26-08/26	1	1	1	\$1,100.00	
	11	SU	630P-7P	NEWS	P2	:30	\$850.00	08/26-08/26	1	1	1	\$850.00	

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LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	SU	7P-8P	60 MIN	P2	:30	\$4,000.00	08/26-08/26	2	1	2	\$8,000.00	
	13	SU	10P-11P	MENTALIST	P2	:30	\$3,200.00	08/26-08/26	2	1	2	\$6,400.00	
	14	M-W	3P-4P	DEAL	P2	:30	\$600.00	08/27-08/29	3	1	3	\$1,800.00	
	15	M-W	430P-5P	NEWS	P1	:30	\$1,500.00	08/27-08/29	3	1	3	\$4,500.00	
	16	M-W	5P-530P	NEWS	P1	:30	\$1,600.00	08/27-08/29	3	1	3	\$4,800.00	
	17	M-W	6P-630P	NEWS	P2	:30	\$1,800.00	08/27-08/29	3	1	3	\$5,400.00	
	18	M-W	7P-730P	INSIDE	P2	:30	\$1,400.00	08/27-08/29	3	1	3	\$4,200.00	
	19	M-W	730P-8P	ET	P2	:30	\$1,400.00	08/27-08/29	3	1	3	\$4,200.00	
	20	M-W	1135P-1235A	LETTERMAN	P2	:30	\$750.00	08/27-08/29	5	1	5	\$3,750.00	
	21	M-W	11P-1135P	NEWS	P2	:30	\$1,900.00	08/27-08/29	3	1	3	\$5,700.00	
	22	TU	10P-11P	MENTALIST	P2	:30	\$3,500.00	08/28-08/28	2	1	2	\$7,000.00	
	23	W	9P-10P	CRIM MINDS	P2	:30	\$5,500.00	08/29-08/29	1	1	1	\$5,500.00	
	24	W	10P-11P	CSI	P2	:30	\$5,000.00	08/29-08/29	1	1	1	\$5,000.00	

---REPORT TOTALS---

Report Totals: 56 / \$103,900.00

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---SALES MONTHLY TOTALS---

Aug 12: 26 / \$52,050.00 Sep 12: 30 / \$51,850.00

Sales Totals: 56 / \$103,900.00

Station Totals: 56 / \$103,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$232,907	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	29%
		WKRC	44%	WLWT	17%	WSTR	0%	WXIX	7%		

Books null
Demos RA35+

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 50965

Line: 1

08/23/12	Thursday	5:58:32 PM	:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	1 MWASH	
08/24/12	Friday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	2 MWASH	
											2	
				\$1,200.00								

Line: 2

08/23/12	Thursday	4:35:16 PM	:30	\$1,500.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	CROSSROADS GPS	1270	P-1	1 MWASH	
08/24/12	Friday		:30	\$1,500.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	CROSSROADS GPS	1270	P-1	2 MWASH	
											2	
				\$3,000.00								

Line: 3

08/23/12	Thursday	5:04:48 PM	:30	\$1,600.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	CROSSROADS GPS	1270	P-1	2 MWASH	
08/24/12	Friday		:30	\$1,600.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	CROSSROADS GPS	1270	P-1	1 MWASH	
											2	
				\$3,200.00								

Line: 4

08/23/12	Thursday	6:05:34 PM	:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	1 MWASH	
08/24/12	Friday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	2 MWASH	
											2	
				\$3,600.00								

Line: 5

08/23/12	Thursday	7:10:57 PM	:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	2 MWASH	
08/24/12	Friday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	1 MWASH	
											2	
				\$2,800.00								

Line: 6

08/23/12	Thursday	7:35:15 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1 MWASH	
08/24/12	Friday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2 MWASH	
											2	
				\$2,800.00								

Line: 7

08/24/12	Friday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1 MWASH	
08/24/12	Friday	11:23:30 XM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2 MWASH	
											2	
				\$1,500.00								

Line: 8

08/23/12	Thursday	11:34:15 PM	:30	\$1,900.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1 MWASH	
08/24/12	Friday		:30	\$1,900.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	4 MWASH	
08/25/12	Saturday		:30	\$1,900.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2 MWASH	
08/26/12	Sunday		:30	\$1,900.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3 MWASH	
											4	
				\$7,600.00								

Line: 9

08/23/12	Thursday	10:28:15 PM	:30	\$5,000.00		Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2 MWASH	
08/23/12	Thursday	10:43:30 PM	:30	\$5,000.00		Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1 MWASH	
											2	
				\$10,000.00								

Line: 10

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50965												
Line: 10												
08/26/12	Sunday		:30	\$1,100.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1270	P-1	1	MWASH-
				\$1,100.00								
Line: 11												
08/26/12	Sunday		:30	\$850.00		630p Local 12 News Su	6:30 PM-7:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
				\$850.00								
Line: 12												
08/26/12	Sunday		:30	\$4,000.00		Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/26/12	Sunday		:30	\$4,000.00		Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
				\$8,000.00								
Line: 13												
08/26/12	Sunday		:30	\$3,200.00		Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/26/12	Sunday		:30	\$3,200.00		Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
				\$6,400.00								
Line: 14												
08/27/12	Monday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/28/12	Tuesday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/29/12	Wednesday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
				\$1,800.00								
Line: 15												
08/27/12	Monday		:30	\$1,500.00		4p Local 12 News at Fo	4:30:00 PM-5:00:00 PM	CROSSROADS GPS	1270	P-1	1	MWASH-
08/28/12	Tuesday		:30	\$1,500.00		4p Local 12 News at Fo	4:30:00 PM-5:00:00 PM	CROSSROADS GPS	1270	P-1	2	MWASH-
08/29/12	Wednesday		:30	\$1,500.00		4p Local 12 News at Fo	4:30:00 PM-5:00:00 PM	CROSSROADS GPS	1270	P-1	3	MWASH-
				\$4,500.00								
Line: 16												
08/27/12	Monday		:30	\$1,600.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 PM	CROSSROADS GPS	1270	P-1	2	MWASH-
08/28/12	Tuesday		:30	\$1,600.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 PM	CROSSROADS GPS	1270	P-1	3	MWASH-
08/29/12	Wednesday		:30	\$1,600.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 PM	CROSSROADS GPS	1270	P-1	1	MWASH-
				\$4,800.00								
Line: 17												
08/27/12	Monday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/28/12	Tuesday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/29/12	Wednesday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
				\$5,400.00								
Line: 18												
08/27/12	Monday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
08/28/12	Tuesday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/29/12	Wednesday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
				\$4,200.00								

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50965												
Line: 19												
08/27/12	Monday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/28/12	Tuesday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/29/12	Wednesday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
											3	
											\$4,200.00	
Line: 20												
08/27/12	Monday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	4	MWASH-
08/27/12	Monday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/28/12	Tuesday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/29/12	Wednesday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	3	MWASH-
08/29/12	Wednesday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	5	MWASH-
											5	
											\$3,750.00	
Line: 21												
08/27/12	Monday		:30	\$1,900.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/28/12	Tuesday		:30	\$1,900.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/29/12	Wednesday		:30	\$1,900.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
											3	
											\$5,700.00	
Line: 22												
08/28/12	Tuesday		:30	\$3,500.00		Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/28/12	Tuesday		:30	\$3,500.00		Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
											2	
											\$7,000.00	
Line: 23												
08/29/12	Wednesday		:30	\$5,500.00		Wed Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
											1	
											\$5,500.00	
Line: 24												
08/29/12	Wednesday		:30	\$5,000.00		Wed Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
											1	
											\$5,000.00	
											\$103,900.00	56
											\$103,900.00	56
											\$103,900.00	56
											\$103,900.00	56
											\$103,900.00	56
											\$103,900.00	56

[Filtered by:] [Sorted by: Station]